



Networking Spaces That *Work*

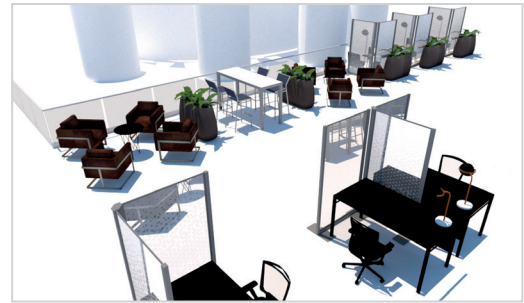
Creating space and time for networking is a given at any business event – but how and where networking happens looks different today.

Redefining Networking

Like many aspects of business events, traditional forms of networking have been significantly altered by the pandemic. Time once spent shaking hands and making introductions might now be used to check work emails or relax and recharge. To discover what event attendees really need to get out of networking spaces, CenterCircle Creative conducted nine months of research and observation across 20 business events.

Here's what we found:

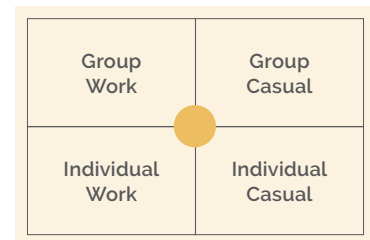
- People are spending more quiet time alone, on their devices or relaxing.
- People are working while at events more than ever.
- Small groups are using spaces to relax together.
- When lively conversations happen, they're usually among small groups, often huddling around a laptop.



Rethinking Networking Spaces

Creating a space that meets attendee needs of today means thinking about the individual more than ever before. Historically, networking areas have focused on bringing people together. But now, event attendees are using those spaces for different types of connection – or to just unwind and reset.

When designing a networking space at your event, consider providing areas for four scenarios: Group work, group casual, individual work and individual casual. While all four scenarios are important to provide for, you might find you need to emphasize one over the others based on your unique group of attendees and what they need more or less of.



If you give attendees the opportunity to refresh, check in, or connect in ways that serve them most, they can be more engaged in your event content and activities.

Start the conversation.

CenterCircle Creative is a user-centered interior design service for the most important business events. Learn more at ccirclecreative.com or connect with a member of our team.

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